



**SPORTS PSYCHOLOGY,
MANAGEMENT AND LEADERSHIP**
Training Workshop

11-15 August 2025
08:30AM-16:00PM

SANDTON LODGE HOTEL
Corner 12th Avenue and River Road
RIVONIA (Edenburg on GPS)
Johannesburg,
SOUTH AFRICA

**Registration Fees:
\$2, 500.00 (USD).**

Fee Includes

Training Materials
Meals & refreshments during the day
Airport pickup and drop off
Hotel Pickup and drop off
Delegate Laptop
½ day tour to tourist attraction sites

Fee Excludes

Dinner and Accommodation



The course is divided into two sessions:

Session 1: Sports Psychology (2 Days)

Session 2: Sports Management and Leadership (3 Days)

SESSION 1: SPORTS PSYCHOLOGY COURSE OVERVIEW

Sports psychology is the study of how psychology influences sports, athletic performance, exercise, and physical activity. The Sports Psychology short training explores cognitive processes related to sports performance to help you gain a better understanding of how thought processes can affect an athlete's behavior. Explore the roles that emotions, motivation, self-confidence, self-talk, emotional control and concentration play in sports performance. Learn how thought processes can affect an athlete's behavior and build skills that will enable you to profile athletes and understand the drivers behind sports performance.

Sports psychology is an ever changing and dynamic field of work. Having the role of a soft skills Sports Psychologist does differ to that of a licensed Sports Psychologist as you are not permitted to treat psychological disorders. However, having the fundamental knowledge of a sports psychologist will allow you to coach in a sport or in the fitness arena and have deeper knowledge of how to handle an array of different personalities.

Up your game in the fitness or sports arena and find out what makes an athlete tick. Enquire now about the Sports Psychology Course.

The field of Sport Psychology is an interesting and ever-evolving area in the world of sports. The role of a soft skills sports' psychologist differs significantly from that of a licensed sports psychologist in that soft skills sports psychologists are not permitted to identify and treat psychological disorders. Rather, soft skills sports psychologists deal with individual issues that reach further than the scope of a sports coach.

Pan African Learning and Growth Network (PALGNET) is offering you an opportunity to delve in deeper into what the psychology of a sports person is. After completion of the course, you will gain a deeper understanding of what makes a sportsman or -woman tick. In so doing, you'll help them to improve their performance by allowing them to overcome any mental obstacles they may have to succeed as an athlete.

Being a soft skills sports psychologist will allow you to work with professional sports teams as well as in high schools and amateur leagues. We highly recommend this course to anyone who wants to have a deeper understanding

of sportsmen and -women, wants to have flexibility of having a diverse clientele.

*Please note that this course does not qualify you as a sports psychologist.

Who is this course for?

The Sports Psychology short course has been designed and developed by experts in the field of psychology. The course is for anyone needing to up skill in this area including Sports Coaches, Sport Managers, Team Leaders and Sports Teachers. This course is for you if you want to learn about psychological theory and how cognitive processes are related to sports performance.

What is sports psychology?

Sports psychology explores how physical activity and mental well-being intersect and affect the psychological and physical well-being of athletes. Sports psychologists help athletes maintain high levels of performance by prioritizing mental fitness.

What You'll Learn

Thought Processes and Self-talk

- o Learn about cognitive processes related to sports performance, how thought processes can affect an athlete's behavior and how constructive self-talk can positively influence an athlete's performance.
- o Gain an understanding of the theoretical principles behind thought and behavior.

Motivation in Sport

- o Explore theories of motivation, its subtypes and the role motivation can play in enhancing sports performance.
- o Explore the differences between arousal, stress, and anxiety, specifically focusing on how to understand and manage these to improve performance.

Emotional Management in Sport

- o Learn about the role emotions play in sports performance and how emotional intelligence can enhance an athlete's performance.
- o Gain an understanding of emotional control and how athletes can develop their EQ.

Self-Confidence in Sport

- o Learn about the role of self-confidence in sporting performance and how self-confidence can be maintained and enhanced to improve performance.

Concentration and Focus

- o Explore the role and impact of focus and concentration in sports.
- o Gain an understanding of the different levels of paying attention and learn how to enhance an athlete's focus in sport.

Course Outcomes

By the end of this short course, you will be able to understand:

- How to deal with discrimination in sports.
- How to get people to foster personal motivation.
- The benefits of recreation and leisure activities
- Explain the role of thought and develop constructive self-talk.
- Define theoretical principles and subtypes of motivation.
- Describe how arousal, stress and anxiety affect sports performance and how to manage it
- Understand the importance of emotional control in sports performance.
- Apply your understanding of self-confidence to develop confidence in athletes.
- Describe the difference between focus and concentration and enhance attention in sports performance.
- That Mental skills are required for successful sports performance
- A sports coach's role in mental skills training
- The role of a sports psychologist
- How to work with groups, teams and individuals in a sporting environment.
- How to design mental skill programs
- Sports injuries.

SESSION 2: SPORTS MANAGEMENT AND LEADERSHIP COURSE OVERVIEW

Sports management is the principle of organising and running sports and sports activities. It focuses primarily on the business side of sports but also on how sports can have a positive impact on our lives. In sports management and leadership, the economic and social effects of sports are measured and studied. The modern sports industry is worth billions of dollars and creates employment for millions of people. Sports management focuses a lot on how to improve the industry and how to maximise profits and success of sporting organisations.

Sports have always been an important part of human society, and the sporting industry has grown to have a major economic impact on the world too. Sports allow us to engage our innate need to compete against others while also promoting a healthy and active lifestyle. Sports have always been popular with fans and now, thanks to advances in technology, sports fans are now able to watch sports whenever they like. The increased availability of sports has led to rapid growth in the industry and the professional sports we see today are a direct result of that.

As the sports industry has got more professional, the need for effective sports management and leadership has grown. Sports have become more competitive than ever, and the margins for success are normally slim. This means that effective management is more important than ever, as it can make the difference between success and failure at the highest levels of sports. In the future, as the impact of technology and management practices grow, executives with a deep understanding of sports management will be in high demand.

The training has been specifically developed to help broaden an understanding of the sports industry and how management and leadership practices can affect it. It will give a deep knowledge of the industry and how it operates. The workshop aims to give real-life examples of how sports organisations work and what makes them successful. In modern sports, management is more important than ever, especially with so many sports clubs now being run for profit. As the sports industry grows, the need for effective management does too. Sports organisations are increasingly mindful of how their off-field decisions can affect their on-field performances. Management practices need to get smarter as competition between teams increases. The industry needs people with an understanding of the business side of sport more than ever as it continues to grow and develop. All of the topics in this program has been carefully selected to give you the best possible insight into the sports industry and business decisions that affect sports teams, brands and organisations. As well as providing up to date examples, the theories and concepts are also chosen due to their relevance in the modern sports business.

Of course, sports management is more than just the financial aspects. The program will firstly introduce you to learn about the history of sports and how sports can create a positive impact on people and society as a whole. You'll also be able to discover some of the challenges involved in balancing competition and fair play and why sports ethics are an important thing to consider. It can be useful to just learn the business side, but without seeing the whole picture, your understanding of the industry will be lacking.

PALGNET aims to lead the way in enhancing and expanding Sport Management within the Malawian landscape and beyond. We are committed to developing research-informed presentations and learning in Sport Management and Leadership with a strong focus on technology integration. Facilitated by industry experts and leaders with an aim to advance the sport management education and practice, we believe that conducting this training will provide a forum for sports management research experts and industry leaders to exchange ideas, provide solutions and create networks for enhanced future collaborations. Malawi is a sport-crazy nation, with numerous sporting activities widely supported at local, national and international levels.

The introduction of Sports Management and Leadership training workshops in Malawi will provide numerous stimuli in Sports Business Management within Malawian context. The program will enhance innovative and interdisciplinary solutions to challenges in contemporary sport management. Designed to enhance best practice within the sport management discipline, provide a platform to discuss panels, share, learn and understand best practice initiatives and all aspects of excellence in the industry.

What will be covered?

- Sports Management and Leadership
- Issues facing Sports Development
- Sports Sponsorship and Financing
- Sports Revenue Strategies and Analytics
- Women in Sports: Triumphs, Challenges and Opportunities
- Brand Management, Brand Equity and Positioning
- Impact of Sports on Society, Community and Community Development
- Ethics and Integrity in Sports and Sports Management
- Technology Trends and Data Analytics in Modern Sport
- Event and Facilities Management
- Promoting Equality through Sports
- Sports Marketing and Sports Consumer?
- How Sports Organisations and Companies Scout for Talent
- Sports Psychology and Mental Health

So, if you are passionate about sport management and leadership, and would like to be involved, please be in touch with our team through the contacts provided on the cover of this brochure.



Certificates

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

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\$2,500.00

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THE VENUE



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South Africa

Welcome to the Sandton Lodge Rivonia, we extend a very warm welcome and trust your upcoming stay or conference with us will be both enjoyable and comfortable



The Simama Hotels Sandton Lodge Rivonia offers business services and facilities. Our 34 Suites are all strictly non-smoking and have; Air-conditioning and Heating, Tea and Coffee Facilities, DSTV Decoder, a Mini-Bar Fridge (Stocked on request) and complimentary Broadband WIFI Internet Access with Secure on-site Parking available. As part of our continued guest-safety measures and growing international trend, the Sandton Lodge Hotel is a cashless establishment, for your convenience all major Credit and Debit cards are accepted in addition to Snap-Scan and Apple-Pay facilities.